

IN THE CLAIMS:

A complete listing of the claims is set forth below. Please amend the claims as follows:

1. **(Currently Amended)** A computer-implemented system for distributing consumer demand upstream in a supply chain, ~~the supply chain comprising a downstream supply entity and one or more upstream supply chain entities, each upstream supply chain entity being associated with a supply channel delay between the upstream supply chain entity and the downstream supply chain entity that represents a time that must elapse before a product in inventory of the upstream supply chain entity can be made available to a consumer associated with the downstream supply chain entity, the system being associated with the downstream supply chain entity and comprising:~~

an interface operable to:

~~receive, at a current time, an indication of~~ receive a consumer demand for a product ~~that a consumer may be willing to be received~~ receive at a future date rather than the current date ~~in exchange for an incentive; date; and~~

communicate the ~~indication of~~ consumer demand for the product; product ~~the consumer may be willing to receive at a future date rather than the current date in exchange for an incentive;~~

a quote system coupled to the interface, the quote system operable to:

receive, from the interface, the ~~current indication of~~ consumer demand for the product ~~the consumer may be willing to receive at a future date rather than the current date in exchange for an incentive;~~

determine an ~~a particular~~ incentive based on an order lead time for the product, the order lead time for the product representing a time difference between the ~~a particular~~ future date and the current date, the order lead time being longer than a supply channel delay between ~~the~~ a downstream supply chain entity and an upstream supply chain entity, the ~~particular~~ incentive reflecting cost savings to the downstream supply chain entity associated with the order lead time; and

communicate the ~~particular~~ incentive to the ~~interface~~; interface, wherein the interface is operable to:

receive the ~~particular~~ incentive from the quote system; and

communicate ~~convey~~ the ~~particular~~ incentive to ~~allow~~ the ~~consumer to choose~~ ~~whether to receive the product at the particular future date rather than the current date in exchange for the particular incentive~~; consumer; and

a consumer order management system (COMS) operable to, ~~if the consumer chooses to receive the product at the particular future date rather than the current date in exchange for the particular incentive~~, communicate an order for the product to the upstream supply chain entity to allow the consumer to receive the product at the ~~particular~~ future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the incentive. ~~particular incentive, the cost savings to the downstream supply chain entity associated with the order lead time and reflected in the particular incentive comprising cost savings associated with the consumer receiving the product at the particular future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity.~~

2. **(Currently Amended)** The system of Claim 1, wherein the ~~particular~~ incentive comprises a price discount on the product.

3. **(Currently Amended)** The system of Claim 1, wherein the quote system is a first quote system and operable to:

collaborate with a second quote system associated with the upstream supply chain entity to determine a cost at the upstream supply chain entity associated with the consumer receiving the product from the current inventory of the upstream supply chain entity;

determine a profit increase on the product at the downstream supply chain entity based on:

the cost at the upstream supply chain entity associated with supplying the product from the current inventory of the upstream supply chain entity; and

the cost savings to the downstream supply chain entity associated with the order lead time; and

determine the ~~particular~~ incentive based on the profit increase.

4. **(Currently Amended)** The system of Claim 1, wherein the quote system is a first quote system and operable to collaborate with a second quote system associated with the upstream supply chain entity to determine the ~~particular~~ incentive based on one or more business rules associated with one or more of the downstream and upstream supply chain entities.

5. **(Currently Amended)** The system of Claim 1, wherein:

the ~~particular~~ future date is a first ~~particular~~ future date, the ~~particular~~ incentive is a first ~~particular~~ incentive, the upstream supply chain entity is a first upstream supply chain entity, and the order lead time is a first order lead time;

the quote system is further operable to:

determine a second ~~particular~~ incentive based on a second order lead time for the product, the second order lead time for the product representing a time difference between a second ~~particular~~ future date and the current date, the second order lead time being longer than a second supply channel delay between the downstream supply chain entity and a second upstream supply chain entity, the second ~~particular~~ incentive reflecting collective cost savings to the downstream supply chain entity and the first upstream supply chain entity associated with the second order lead time; and

communicate the second ~~particular~~ incentive to the ~~interface~~; interface, wherein the interface is further operable to:

receive the second ~~particular~~ incentive from the quote system; and

communicate ~~convey~~ the second ~~particular~~ incentive to ~~allow the consumer to choose whether to receive the product at the second particular future date rather than the current date in exchange for the second particular incentive~~; consumer; and

wherein the COMS is further operable to, ~~if the consumer chooses to receive the product at the second particular future date rather than the current date in exchange for the second particular incentive~~, communicate an order for the product to the second upstream supply chain entity to allow the consumer to receive the product at the second ~~particular~~ future date from current inventory of the second upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the second ~~particular~~ incentive, ~~the collective cost savings to the downstream supply chain entity and the first upstream supply chain entity associated with the second order lead time and reflected in the second particular incentive comprising collective cost savings associated with the consumer receiving the product at the second particular future date from current inventory of the second upstream supply chain entity~~

~~rather than from current inventory of the downstream supply chain entity or the first upstream supply chain entity, the second particular incentive being larger than the first particular incentive.~~

6. **(Currently Amended)** The system of Claim 5, wherein the interface is operable to convey the first and second ~~particular~~ incentives to ~~allow~~ the consumer to choose whether to receive the product at the first ~~particular~~ future date or the second ~~particular~~ future date rather than the current date in exchange for the first ~~particular~~ incentive or the second ~~particular~~ incentive.

7. **(Currently Amended)** The system of Claim 5, wherein the quote system is a first quote system and operable to:

collaborate with a second quote system associated with the second upstream supply chain entity to determine a cost at the second upstream supply chain entity associated with the consumer receiving the product from the current inventory of the second upstream supply chain entity;

determine a profit increase on the product at the downstream supply chain entity based on:

the cost at the second upstream supply chain entity associated with supplying the product from the current inventory of the second upstream supply chain entity; and

the cost savings to the downstream supply chain entity associated with the second order lead time; and

determine the second ~~particular~~ incentive based on the profit increase.

8. **(Currently Amended)** The system of Claim 5, wherein the quote system is a first quote system and operable to collaborate with one or both of a second quote system associated with the first upstream supply chain entity and with a third quote system associated with the second upstream supply chain entity to determine the second ~~particular~~ incentive based on one or more business rules associated with one or more of the downstream and first and second upstream supply chain entities.

9. **(Currently Amended)** The system of Claim 5, wherein:

the quote system is further operable to:

determine a third ~~particular~~ incentive based on a third order lead time for the product, the third order lead time for the product representing a time difference between a third ~~particular~~ future date and the current date, the third order lead time being longer than a third supply channel delay between the downstream supply chain entity and a third upstream supply chain entity, the third ~~particular~~ incentive reflecting collective cost savings to the downstream supply chain entity and the second upstream supply chain entity associated with the third order lead time; and

communicate the third ~~particular~~ incentive to the ~~interface~~; interface, wherein the interface is further operable to:

receive the third ~~particular~~ incentive from the quote system; and

communicate ~~convey~~ the third ~~particular~~ incentive to ~~allow the consumer to choose whether to receive the product at the third particular future date rather than the current date in exchange for the third particular incentive~~; consumer; and

the COMS is further operable to, ~~if the consumer chooses to receive the product at the third particular future date rather than the current date in exchange for the third particular incentive~~, communicate an order for the product to the third upstream supply chain entity to allow the consumer to receive the product at the third ~~particular~~ future date from current inventory of the third upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the third ~~particular~~ incentive, ~~the collective cost savings to the downstream supply chain entity and the second upstream supply chain entity associated with the third order lead time and reflected in the third particular incentive comprising collective cost savings associated with the consumer receiving the product at the third particular future date from current inventory of the third upstream supply chain entity rather than from current inventory of the downstream supply chain entity, the first upstream supply chain entity, or the second upstream supply chain entity, the third particular incentive being larger than the first particular incentive and the second particular incentive.~~

10. **(Currently Amended)** The system of Claim 1, wherein the consumer choosing to receive the product at the future date rather than the current date in exchange for the ~~particular~~ incentive comprises one of:

the consumer purchasing the product at the current date;

the consumer committing at the current date to purchase the product at the ~~particular~~ future date; and

the consumer indicating an intention at the current date to purchase the product at the ~~particular~~ future date.

11. **(Currently Amended)** The system of Claim 1, wherein the consumer receiving the product at the ~~particular~~ future date comprises one of:

the consumer visiting the downstream supply chain entity at the ~~particular~~ future date to pick up the product;

the downstream supply chain entity delivering the product to the consumer at the ~~particular~~ future date; and

the upstream supply chain entity delivering the product to the consumer at the ~~particular~~ future date.

12. **(Currently Amended)** The system of Claim 1, wherein, ~~if the consumer chooses to receive the product at the particular future date rather than the current date in exchange for the particular incentive,~~ the consumer makes an initial payment to the retailer at the current date based on one or more costs to the downstream supply chain entity associated with cancellation of the order.

13. **(Currently Amended)** A computer-implemented method for distributing consumer demand upstream in a supply chain, ~~the supply chain comprising a downstream supply entity and one or more upstream supply chain entities, each upstream supply chain entity being associated with a supply channel delay between the upstream supply chain entity and the downstream supply chain entity that represents a time that must elapse before a product in inventory of the upstream supply chain entity can be made available to a consumer associated with the downstream supply chain entity, the method being associated with the downstream supply chain entity and comprising:~~

~~receiving, at a current time, an indication of a consumer demand for a product that a consumer may be willing to receive at a future date rather than the current date in exchange for an incentive; date;~~

~~determining an a-particular incentive based on an order lead time for the product, the order lead time for the product representing a time difference between the a-particular future date and the current date, the order lead time being longer than a supply channel delay between the downstream supply chain entity and an upstream supply chain entity, the particular incentive reflecting cost savings to the downstream supply chain entity associated with the order lead time;~~

~~communicating conveying the particular incentive to allow the consumer to choose whether to receive the product at the particular future date rather than the current date in exchange for the particular incentive; consumer; and~~

~~if the consumer chooses to receive the product at the particular future date rather than the current date in exchange for the particular incentive, communicating an order for the product to the upstream supply chain entity to allow the consumer to receive the product at the particular future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the incentive. particular incentive, the cost savings to the downstream supply chain entity associated with the order lead time and reflected in the particular incentive comprising cost savings associated with the consumer receiving the product at the particular future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity.~~

14. **(Currently Amended)** The method of Claim 13, wherein the ~~particular~~ incentive comprises a price discount on the product.

15. **(Currently Amended)** The method of Claim 13, comprising:

collaborating with the upstream supply chain entity to determine a cost at the upstream supply chain entity associated with the consumer receiving the product from the current inventory of the upstream supply chain entity;

determining a profit increase on the product at the downstream supply chain entity based on:

the cost at the upstream supply chain entity associated with supplying the product from the current inventory of the upstream supply chain entity; and

the cost savings to the downstream supply chain entity associated with the order lead time; and

determining the ~~particular~~ incentive based on the profit increase.

16. **(Currently Amended)** The method of Claim 13, comprising collaborating with the upstream supply chain entity to determine the ~~particular~~ incentive based on one or more business rules associated with one or more of the downstream and upstream supply chain entities.

17. **(Currently Amended)** The method of Claim 13, wherein:

the ~~particular~~ future date is a first ~~particular~~ future date, the ~~particular~~ incentive is a first ~~particular~~ incentive, the upstream supply chain entity is a first upstream supply chain entity, and the order lead time is a first order lead time;

the method further comprising:

determining a second ~~particular~~ incentive based on a second order lead time for the product, the second order lead time for the product representing a time difference between a second ~~particular~~ future date and the current date, the second order lead time being longer than a second supply channel delay between the downstream supply chain entity and a second upstream supply chain entity, the second ~~particular~~ incentive reflecting collective cost savings to the downstream supply chain entity and the first upstream supply chain entity associated with the second order lead time;

communicating ~~conveying~~ the second ~~particular~~ incentive to ~~allow the consumer to choose whether to receive the product at the second particular future date rather than the current date in exchange for the second particular incentive;~~ consumer; and

~~if the consumer chooses to receive the product at the second particular future date rather than the current date in exchange for the second particular incentive, communicating an order for the product to the second upstream supply chain entity to allow the consumer to receive the product at the second particular future date from current inventory of the second upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the second particular incentive, the collective cost savings to the downstream supply chain entity and the first upstream supply chain entity associated with the second order lead time and reflected in the second particular incentive comprising collective cost savings associated with the consumer receiving the product at the second particular future date from current inventory of the second upstream supply chain entity rather than from current inventory of the downstream supply chain entity or the first upstream supply chain entity, the second particular incentive being larger than the first particular incentive.~~

18. **(Currently Amended)** The method of Claim 17, comprising conveying the first and second ~~particular~~ incentives to ~~allow~~ the consumer to choose whether to receive the product at the first ~~particular~~ future date or the second ~~particular~~ future date rather than the current date in exchange for the first ~~particular~~ incentive or the second ~~particular~~ incentive.

19. **(Currently Amended)** The method of Claim 17, comprising:

collaborating with the second upstream supply chain entity to determine a cost at the second upstream supply chain entity associated with the consumer receiving the product from the current inventory of the second upstream supply chain entity;

determining a profit increase on the product at the downstream supply chain entity based on:

the cost at the second upstream supply chain entity associated with supplying the product from the current inventory of the second upstream supply chain entity; and

the cost savings to the downstream supply chain entity associated with the second order lead time; and

determining the second ~~particular~~ incentive based on the profit increase.

20. **(Currently Amended)** The method of Claim 17, comprising collaborating with one or both of the first and second upstream supply chain entities to determine the second ~~particular~~ incentive based on one or more business rules associated with one or more of the downstream and first and second upstream supply chain entities.

21. **(Currently Amended)** The method of Claim 17, comprising:

determining a third ~~particular~~ incentive based on a third order lead time for the product, the third order lead time for the product representing a time difference between a third ~~particular~~ future date and the current date, the third order lead time being longer than a third supply channel delay between the downstream supply chain entity and a third upstream supply chain entity, the third ~~particular~~ incentive reflecting collective cost savings to the downstream supply chain entity and the second upstream supply chain entity associated with the third order lead time;

communicating ~~conveying~~ the third ~~particular~~ incentive to ~~allow the consumer to choose whether to receive the product at the third particular future date rather than the current date in exchange for the third particular incentive;~~ consumer; and

~~if the consumer chooses to receive the product at the third particular future date rather than the current date in exchange for the third particular incentive, communicating an order for the product to the third upstream supply chain entity to allow the consumer to receive the product at the third particular future date from current inventory of the third upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the third particular incentive, the collective cost savings to the downstream supply chain entity and the second upstream supply chain entity associated with the third order lead time and reflected in the third particular incentive comprising collective cost savings associated with the consumer receiving the product at the third particular future date from current inventory of the third upstream supply chain entity rather than from current inventory of the downstream supply chain entity, the first upstream supply chain entity, or the second upstream supply chain entity, the third particular incentive being larger than the first particular incentive and the second particular incentive.~~

22. **(Currently Amended)** The method of Claim 13, wherein the consumer choosing to receive the product at the future date rather than the current date in exchange for the ~~particular~~ incentive comprises one of:

the consumer purchasing the product at the current date;

the consumer committing at the current date to purchase the product at the ~~particular~~ future date; and

the consumer indicating an intention at the current date to purchase the product at the ~~particular~~ future date.

23. **(Currently Amended)** The method of Claim 13, wherein the consumer receiving the product at the ~~particular~~ future date comprises one of:

the consumer visiting the downstream supply chain entity at the ~~particular~~ future date to pick up the product;

the downstream supply chain entity delivering the product to the consumer at the ~~particular~~ future date; and

the upstream supply chain entity delivering the product to the consumer at the ~~particular~~ future date.

24. **(Currently Amended)** The method of Claim 13, wherein, ~~if the consumer chooses to receive the product at the particular future date rather than the current date in exchange for the particular incentive,~~ the consumer makes an initial payment to the retailer at the current date based on one or more costs to the downstream supply chain entity associated with cancellation of the order.

25. **(Currently Amended)** Software for distributing consumer demand upstream in a supply chain, ~~the supply chain comprising a downstream supply entity and one or more upstream supply chain entities, each upstream supply chain entity being associated with a supply channel delay between the upstream supply chain entity and the downstream supply chain entity that represents a time that must elapse before a product in inventory of the upstream supply chain entity can be made available to a consumer associated with the downstream supply chain entity, the software being associated with the downstream supply chain entity, embodied in computer-readable media, and when executed operable to:~~

~~receive, at a current time, an indication of a consumer demand for a product that a consumer may be willing to receive at a future date rather than the current date in exchange for an incentive; date;~~

~~determine an a-particular incentive based on an order lead time for the product, the order lead time for the product representing a time difference between the a-particular future date and the current date, the order lead time being longer than a supply channel delay between the downstream supply chain entity and an upstream supply chain entity, the particular incentive reflecting cost savings to the downstream supply chain entity associated with the order lead time;~~

~~communicate convey the particular incentive to allow the consumer to choose whether to receive the product at the particular future date rather than the current date in exchange for the particular incentive; consumer; and~~

~~if the consumer chooses to receive the product at the particular future date rather than the current date in exchange for the particular incentive, communicate an order for the product to the upstream supply chain entity to allow the consumer to receive the product at the particular future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the incentive. particular incentive, the cost savings to the downstream supply chain entity associated with the order lead time and reflected in the particular incentive comprising cost savings associated with the consumer receiving the product at the particular future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity.~~

26. **(Currently Amended)** The method of Claim 25, wherein the ~~particular~~ incentive comprises a price discount on the product.

27. **(Currently Amended)** The software of Claim 25, operable to:

collaborate with the upstream supply chain entity to determine a cost at the upstream supply chain entity associated with the consumer receiving the product from the current inventory of the upstream supply chain entity;

determine a profit increase on the product at the downstream supply chain entity based on:

the cost at the upstream supply chain entity associated with supplying the product from the current inventory of the upstream supply chain entity; and

the cost savings to the downstream supply chain entity associated with the order lead time; and

determine the ~~particular~~ incentive based on the profit increase.

28. **(Currently Amended)** The software of Claim 25, operable to collaborate with the upstream supply chain entity to determine the ~~particular~~ incentive based on one or more business rules associated with one or more of the downstream and upstream supply chain entities.

29. **(Currently Amended)** The software of Claim 25, wherein:

the ~~particular~~ future date is a first ~~particular~~ future date, the ~~particular~~ incentive is a first ~~particular~~ incentive, the upstream supply chain entity is a first upstream supply chain entity, and the order lead time is a first order lead time;

the software being further operable to:

determine a second ~~particular~~ incentive based on a second order lead time for the product, the second order lead time for the product representing a time difference between a second ~~particular~~ future date and the current date, the second order lead time being longer than a second supply channel delay between the downstream supply chain entity and a second upstream supply chain entity, the second ~~particular~~ incentive reflecting collective cost savings to the downstream supply chain entity and the first upstream supply chain entity associated with the second order lead time;

communicate ~~convey~~ the second ~~particular~~ incentive to ~~allow the consumer to choose whether to receive the product at the second particular future date rather than the current date in exchange for the second particular incentive;~~ consumer; and

~~if the consumer chooses to receive the product at the second particular future date rather than the current date in exchange for the second particular incentive,~~ communicate an order for the product to the second upstream supply chain entity to allow the consumer to receive the product at the second ~~particular~~ future date from current inventory of the second upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the second ~~particular~~ incentive, ~~the collective cost savings to the downstream supply chain entity and the first upstream supply chain entity associated with the second order lead time and reflected in the second particular incentive comprising collective cost savings associated with the consumer receiving the product at the second particular future date from current inventory of the second upstream supply chain entity rather than from current inventory of the downstream supply chain entity or the first upstream supply chain entity,~~ the second ~~particular~~ incentive being larger than the first ~~particular~~ incentive.

30. **(Currently Amended)** The software of Claim 29, operable to convey the first and second ~~particular~~ incentives to ~~allow~~ the consumer to choose whether to receive the product at the first ~~particular~~ future date or the second ~~particular~~ future date rather than the current date in exchange for the first ~~particular~~ incentive or the second ~~particular~~ incentive.

31. **(Currently Amended)** The software of Claim 29, operable to:

collaborate with the second upstream supply chain entity to determine a cost at the second upstream supply chain entity associated with the consumer receiving the product from the current inventory of the second upstream supply chain entity;

determine a profit increase on the product at the downstream supply chain entity based on:

the cost at the second upstream supply chain entity associated with supplying the product from the current inventory of the second upstream supply chain entity; and

the cost savings to the downstream supply chain entity associated with the second order lead time; and

determine the second ~~particular~~ incentive based on the profit increase.

32. **(Currently Amended)** The software of Claim 29, operable to collaborate with one or both of the first and second upstream supply chain entities to determine the second ~~particular~~ incentive based on one or more business rules associated with one or more of the downstream and first and second upstream supply chain entities.

33. **(Currently Amended)** The software of Claim 29, operable to:

determine a third ~~particular~~ incentive based on a third order lead time for the product, the third order lead time for the product representing a time difference between a third ~~particular~~ future date and the current date, the third order lead time being longer than a third supply channel delay between the downstream supply chain entity and a third upstream supply chain entity, the third ~~particular~~ incentive reflecting collective cost savings to the downstream supply chain entity and the second upstream supply chain entity associated with the third order lead time;

communicate ~~convey~~ the third ~~particular~~ incentive to allow the ~~consumer to choose whether to receive the product at the third particular future date rather than the current date in exchange for the third particular incentive;~~ consumer; and

~~if the consumer chooses to receive the product at the third particular future date rather than the current date in exchange for the third particular incentive, communicate an order for the product to the third upstream supply chain entity to allow the consumer to receive the product at the third particular future date from current inventory of the third upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the third particular incentive, the collective cost savings to the downstream supply chain entity and the second upstream supply chain entity associated with the third order lead time and reflected in the third particular incentive comprising collective cost savings associated with the consumer receiving the product at the third particular future date from current inventory of the third upstream supply chain entity rather than from current inventory of the downstream supply chain entity, the first upstream supply chain entity, or the second upstream supply chain entity, the third particular incentive being larger than the first particular incentive and the second particular incentive.~~

34. **(Currently Amended)** The software of Claim 25, wherein the consumer choosing to receive the product at the future date rather than the current date in exchange for the ~~particular~~ incentive comprises one of:

the consumer purchasing the product at the current date;

the consumer committing at the current date to purchase the product at the ~~particular~~ future date; and

the consumer indicating an intention at the current date to purchase the product at the ~~particular~~ future date.

35. **(Currently Amended)** The software of Claim 25, wherein the consumer receiving the product at the ~~particular~~ future date comprises one of:

the consumer visiting the downstream supply chain entity at the ~~particular~~ future date to pick up the product;

the downstream supply chain entity delivering the product to the consumer at the ~~particular~~ future date; and

the upstream supply chain entity delivering the product to the consumer at the ~~particular~~ future date.

36. **(Currently Amended)** The software of Claim 25, wherein, ~~if the consumer chooses to receive the product at the particular future date rather than the current date in exchange for the particular incentive,~~ the consumer makes an initial payment to the retailer at the current date based on one or more costs to the downstream supply chain entity associated with cancellation of the order.

37. **(Currently Amended)** A computer-implemented system for distributing consumer demand upstream in a supply chain, ~~the supply chain comprising a downstream supply entity and one or more upstream supply chain entities, each upstream supply chain entity being associated with a supply channel delay between the upstream supply chain entity and the downstream supply chain entity that represents a time that must elapse before a product in inventory of the upstream supply chain entity can be made available to a consumer associated with the downstream supply chain entity,~~ the system being associated with the downstream supply chain entity and operable:

receive, ~~at a current time, an indication of~~ a consumer demand for a product that a consumer may be willing to receive at a future date rather than the current ~~date in exchange for an incentive;~~ date;

determine ~~an a particular~~ incentive based on an order lead time for the product, the order lead time for the product representing a time difference between ~~the a particular~~ future date and the current date, the order lead time being longer than a supply channel delay between the downstream supply chain entity and an upstream supply chain entity, the ~~particular~~ incentive reflecting cost savings to the downstream supply chain entity associated with the order lead time;

communicate ~~convey~~ the ~~particular~~ incentive to ~~allow~~ the consumer ~~to choose whether to receive the product at the particular future date rather than the current date in exchange for the particular incentive;~~ consumer; and

~~if the consumer chooses to receive the product at the particular future date rather than the current date in exchange for the particular incentive,~~ communicate an order for the product to the upstream supply chain entity to allow the consumer to receive the product at the ~~particular~~ future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity in exchange for the incentive. ~~particular incentive, the cost savings to the downstream supply chain entity associated with the order lead time and reflected in the particular incentive comprising cost savings associated with the consumer receiving the product at the particular future date from current inventory of the upstream supply chain entity rather than from current inventory of the downstream supply chain entity.~~